What is claimed is:

A high-volume, strength customizing coffee making apparatus, comprising:
A coffee brewer for brewing coffee extracts;

One or more storage devices positioned with the coffee making apparatus for storing the coffee extract;

Means for diluting the coffee extract upon demand by a consumer to meet a consumer's strength preferences, said means having the ability to delay dilution of the coffee extract until the consumer makes a demand upon the coffee making apparatus for a cup of coffee; and

A coffee delivery means for delivering the coffee on-demand to a consumer.